

	Multimedia Evaluation Rubric			
	1	2	3	4
Creativity & Problem Solving	Mere presentation of information.	Presentation of information with some exploration of information.	Presentation of information with much exploration of information.	Not a just a presentation of information but an exploration of information which requires higher order thinking skills.
Navigation	Directions for navigation are not clear or are not present on all frames.	Directions for navigation are somewhat clear, however, the user has difficulty in certain frames	Directions for navigation are clear enough to enable the user to implement the lesson without stopping.	Directions for navigation are clear and the user is able to implement the lesson with ease.
Organization of Content	No logical sequence of information; Menus and paths to information are not evident.	Some logical sequence of information, but menus and paths are confusing or flawed.	Logical sequence of information. Menus and paths to more information are clear and direct.	Logical, intuitive sequence of information. Menus and paths to all information are clear and direct.
Originality	The work is a minimal collection or rehash of other people's ideas, products, images and inventions. There is no evidence of new thought.	The work is an extensive collection and rehash of other people's ideas, products, images and inventions. There is no evidence of new thought or inventiveness.	The product shows evidence of originality and inventiveness. While based on an extensive collection of other people's ideas, products, images and inventions, the work extends beyond that collection to offer new insights.	The product shows significant evidence of originality and inventiveness. The majority of the content and many of the ideas are fresh, original, inventive, and based upon logical conclusions and sound research.
Subject Knowledge	Subject knowledge is not evident. Information is confusing, incorrect or flawed.	Some subject knowledge is evident. Some information is confusing, incorrect or flawed.	Subject knowledge is evident in much of the product. Information is clear, appropriate, and correct.	Subject knowledge is evident throughout. (more than required) All information is clear, appropriate, and correct.
Graphical Design	Exaggerated emphasis upon graphics and special effects weakens the message and interferes with the communication of content and ideas.	Graphical and multimedia elements accompany content but there is little sign of mutual reinforcement. There is no attention paid to visual design criteria such as balance, proportion, harmony and restraint. There is some tendency toward random use of graphical elements.	Design elements and content combine effectively to deliver a high impact message with the graphics and the words reinforcing each other.	The combination of multimedia elements with words and ideas takes communication and persuasion to a very high level, superior to what could be accomplished with either alone. The mixture brings about synergy and dramatic effects which reach the intended audience with style and elegance.
Mechanics	Lesson has four or more spelling errors	Lesson has three or more misspellings and/or	Lesson has fewer than two misspellings and/or	Lesson has no misspellings or

	and/or grammatical errors.	grammatical errors.	grammatical errors.	grammatical errors.	
				Total Points:	